

**OREM ARTS COUNCIL MEETING
FEBRUARY 20, 2015 – 12:00 P.M.
OREM CITY CENTER – CITY COUNCIL CHAMBERS**

MEETING MINUTES

Attending:

Orem Arts Council: Cassie Barney, Dr. Randy Bernhard, Margaret Black (City Council Representative), Cody Clark, Cody Hale, Debby Lauret, Kate Monson and Peggy Philbrick

Staff: Charlene Crozier, Christie Nuttall and Dave Stroud (City Planner)

Absent: Cindy Clark, Adam Robertson and Ray Smith

Conducting: Cody Hale

1. Review and approve meeting minutes from January 16, 2015

a. The minutes from the January 16, 2015 meeting were reviewed. Ms. Barney corrected page 1, line 39 to read “art” night, not “theater” night. Dr. Bernhard made a motion to approve the minutes, as corrected. Ms. Philbrick seconded the motion. The motion was approved unanimously. Mr. Hale asked that all members review the minutes prior to the meeting, to expedite approval of the minutes and streamline the meetings.

2. Notes of recognition or appreciation from the Arts Council

a. Thank you notes were written to Diane Asay for doing Summerfest stage for so many years, and to Debora Escalante, Kathie Debenham and Dan Fairbanks for their service on the Arts Council.

3. Elect Vice Chair

a. Mr. Hale reminded the Council that the Vice Chair will become the Chair next year. Ms. Lauret excused herself from being a candidate for Vice Chair due to time constraints. There was discussion about which members would be willing to serve as Vice Chair. Upon the arrival of Mr. Clark, Ms. Monson and Dr. Bernhard, Mr. Hale announced the needed quorum was present and able to elect a Vice Chair. Mr. Clark, Mr. Robertson and Dr. Bernhard were the candidates. Members cast a single ballot each, and Dr. Bernhard was elected as new Vice Chair. Mr. Hale asked for a sustaining vote, and voting was unanimous in favor of Dr. Bernhard.

b. Mr. Hale thanked Dr. Bernhard for his work on the grant application. Dr. Bernhard explained he made suppositions in writing the grant, which would need to be discussed by the Council. He wrote in the application that events would be more participatory than performance only.

c. Dave Stroud distributed an updated Arts District Ordinance draft. He said the Legal department had not reviewed the draft yet, but had indicated that detached accessory apartments for artists had to be removed because they could not be limited to artists,

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but have to be available for anyone. Mr. Stroud had not heard from anyone after the last meeting, so this is the draft he is ready to take to the Executive Staff next week and to the City Council in a month or so. He said IBI is doing the State Street Study, and the Arts District will become the arts node. Ms. Lauret asked if the City Council will determine questions about the Arts District to poll the public. Mr. Stroud will discuss that with Brandon Stocksdales, Orem's Long Range Planner. Mr. Stroud said the ordinance eliminates tattoo parlors from the Arts District. Ms. Black asked about allowing detached accessory apartments. Mr. Stroud said, although we cannot limit detached accessory structures to artists, allowing them would make the zone unique in the City. He said that the area in which it would be legal would be very limited, and could possibly provide studio space for an artist. Ms. Black questioned why we would want that provision if it will not promote art. Mr. Stroud said it could encourage an artist to have studio space and make the district unique. Allowing detached structures would be available only in the residential zone, and there are just a handful of residences. Ms. Black said we should not allow it unless there would be language stating the idea we are trying to promote. Mr. Stroud said we could not require it, but could encourage it. Mr. Hale said the City is seeking input from citizens about what they would want to see on State Street. Ms. Lauret said keeping it in the public's psyche is good. Mr. Hale suggested, as the majority of the space is SCERA park, it could turn into a beautiful walking mall. Dr. Bernhard asked if martial arts are allowed in the district. Mr. Stroud said he listed every use except tattoo parlors. Ms. Monson said that martial arts is quite focused, and often paired with dance. Mr. Stroud said the overlay zone would affect property that is not already zoned commercial, such as the R6.5, where an arts studio could be possible because it is in the overlay zone. Uses that are allowed already in the C2 zone, such as martial arts, would not be affected. Mr. Stroud asked again that ideas and input be sent to Ms. Crozier, who will forward them to Mr. Stroud. Mr. Stroud left the meeting at 12:32 p.m.

4. Orem Arts Council Presents Schedule for 2015

a. Ms. Monson gave ideas for dance, the next activity coming up, and said we could pull together companies from UVU, Onights, and Wasatch Contemporary Dance Company and present at a combined concert. She noted that space is a consideration, though she is able to deal with doing dance in non-traditional space. Ms. Monson again raised the concept Ms. Debenham had mentioned, whether the Arts Council should be visionary, rather than mainly a presentation entity. She said she is ok with presenting, but if we go a different direction, we could support the artists who are out there. If we go that path, we could do professional workshops for dancers but, again, space is a consideration. She said we could put on a professional workshop for a day with different genres. Dr. Bernhard reminded the Council that the grant application to the Utah Division of Arts & Museums was written with the claim that the Arts Council Presents would be more participatory. He suggested for the dance activity that we do a

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workshop, like a “play in a day,” then participants present a performance that evening. He said he left the art activity the same because that is already participatory, except he included language that is more inclusive of schools. He said with theater, music and vocal we could have workshops where participants learn and then present a performance. He said there are a lot of organizations that present, and that we could do outreach to underserved populations such as Latino, or new audiences. He said that is the language that he included in the grant. Mr. Hale said that is the kind of activity Ms. Barney had put together, moving that participatory direction. Ms. Black asked if activities would be open to the general public, rather than only to professionals. She said it seems more valuable to the City to have it open to the public. Ms. Philbrick said it could be both, and she wants to see citizens who don’t normally have those opportunities involved. Ms. Monson said professionals need to be there guiding people, and that you cannot build a community of arts without building the artists within the community. She said it is important to support the actual professional artists, or you won’t have art. She said one year we could have one activity geared to professionals, and one year an activity geared to the general public. Ms. Monson said it is important how we tell our story through dance, and it could be good to have some professional dancers and choreographers come in and guide the public as to what our story is. Mr. Hale said he wishes we had the Center for Story, as it would allow us to be a wonderful, vital part of putting this altogether, and using that facility space to create it. He said he believed everyone would love it once it was up. Ms. Black said that needs to be said, a lot.

b. Dr. Bernhard said our funding from the City is \$2500, and that the grant application match is dollar for dollar. Ms. Crozier said the City Manager is looking at requesting an increase to our budget, as those funds are used to cover so many activities, including the Summer Stage Series. She said if we could get the increase, she would factor it into the grant. Dr. Bernhard said in the grant application he listed an additional \$1000 that we would raise through sponsorships or other means. He suggested, due to the presenting aspect as well as support aspect, we could create a sub-group which is not attached to the City to seek other grant dollars that the Arts Council can’t go after. This group could support the Summer Stage Series. Ms. Crozier has sent the question to the City’s legal department, for their review. CARE applications are open, and it is possible to do it. We would have to use the Disclosure forms, but it is not a conflict of interest to be on Arts Council, only if there is a monetary benefit situation. Dr. Bernhard said it is just another way of getting additional funding, so then the focus of the Arts Council could be more in a support aspect, perhaps with technical and professional workshops. The sub-group could focus on doing the presenting. Dr. Bernhard suggested a sub-group that is affiliated with the OAC but not a part of it that might be able to go after additional funding, such as CARE dollars. Dr. Bernhard asked the members to mull it over, and give their input. He noted that we are restricted in what we can do by the money we have. He suggested using the City budget and the State grant

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money for technical and professional workshops, with the sub-group obtaining other funds for the presenting aspect.

c. Ms. Philbrick asked if it is possible to charge a nominal fee for professional development workshops. Ms. Crozier did not think it would be illegal, but said the challenge when charging a fee often comes down to facilities. If we would need to rent an auditorium space, ask for a professional courtesy from the school district or UVU, or work within the limitations of space we have now it comes down to how it is structured. If it is for adults it would be based on the program content, if for children, it would be based on whether they are getting a t-shirt. We often ask colleagues to come in and do a presentation for free, and some will ask for a stipend for gas or their time. Dr. Bernhard mentioned a workshop another entity had done with an artist discussing the business end of art, and they charged a \$10 fee. He said there are all kinds of professional workshops we can do, and if we could charge a nominal fee it would help. Ms. Crozier said it is just about the audience; parents may or may not be willing to pay. She said the participatory nature of the last two years of dance events has been evolving. She did not think the organizers have been completely pleased with the response. She said both events were really good, were unique and interesting, but for some reason we have not had as large a response as we would like to see.

d. Mr. Hale said we need to do the Orem Arts Council Presents schedule. Ms. Crozier said Orem Stories will be working with the schools and students near the end of the year, in the last quarter. On Monday, January 11th, they will have the family event in the Library. The gallery space will be available to leave the art up for a certain amount of time.

e. Dr. Bernhard suggested forming a small task force to put together a plan on these activities, including dates and locations, then present it to the full Arts Council. Ms. Crozier noted we could not schedule the music event with Mr. Smith and Mr. Robertson absent today, due to their significant involvement. Mr. Hale suggested early fall, using the stage at City Center. He said the Hale Center Theater is very busy and has no room to offer. Ms. Black suggested using the City Center stage in May. Dr. Bernhard said Ms. Escalante would like to be involved, therefore, UVU space might be possible. Ms. Philbrick inquired if we need to make a decision as to the direction the Council will be going, and whether it would make a difference on the dates and times for the events. Ms. Monson said facility is the biggest question, as far as dance goes. Ms. Philbrick asked if it would be best to schedule dance for when a facility is available. Using the outside stage will depend on the weather. Ms. Monson said that May is an intense month for kids. She said April or June would work best, except that April is bad for weather. Ms. Lauret suggested advertising at Summerfest. Ms. Crozier pointed out that Summerfest is June 12 and 13. The following Monday starts the Summer Stage Series, going through June and July. The headliner will be on July 25th. She said we have not filled all the slots yet. She said audience numbers plummet in August, so the headliner will be the final performance of the season. We can get Ms. Monson a

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Monday night. Ms. Monson suggested we do an all day workshop out in the park, creating stories, and then that night have a performance on the stage. She said Pat Debenham has an amazing autobiographical piece. Ms. Monson said she also has a piece, and can dance on concrete, grass, etc., even at Capitol Reef on rocks. She will check with Mr. Debenham on whether he would need us to rent a floor for the concrete stage. Ms. Monson's dance performance could use the grass in front of the stage, rather than on the stage, because it involves water, which would be slick on concrete. We could use the Senior Center as a backup for bad weather, or the Library at the fireplace if the dancers can dance on carpet. Ms. Philbrick said we would need to reserve the Senior Center right away if it will be needed. Ms. Crozier will email available dates in June and July to Ms. Monson. The Council would like to book a performance by Ray Smith's group before the school year ends. We could do music in March or April, then dance next. Mr. Hale and Dr. Bernhard will work on a "play in a day" idea. Dr. Bernhard said the grant was written as participatory, and now it sounds like music is going to be more performance. It was suggested we could do drum circles, Messiah sing-alongs. We should sit down with the music people to nail down how to make it participatory. Ms. Philbrick said if we can have the schedule solidified by the time the Summerfest booklet goes out, it would be the difference between audiences coming or not. Ms. Crozier said the Summerfest booklet is done with sponsorship, so we will have to see if they can make space for us. She reminded members the Grant period is July 1 to June 30, so we need to keep that timetable in mind.

5. Arts Council positions, assignments

a. Continued to next meeting

6. 2015 Stage Summer Series Schedule

a. Continued to next meeting

7. Other

a. Ms. Philbrick represents the Arts Council for the Summerfest stage performances, and requested input on who the Council would like to have present at Summerfest. It was suggested that Ms. Philbrick create a panel of three people, not necessarily Arts Council members, to help review applicants. Ms. Monson offered to assist Ms. Philbrick. Ms. Escalante also used to help review performers' applications.

b. The next meeting will be held March 20, 2015 at 12:00 p.m.

c. The Council voted unanimously to adjourn. The meeting adjourned at 1:07 p.m.

Approved: February 20, 2015

Christie Nuttall, Associate Librarian